

PRSR STD  
US Postage Paid  
Permit No. 50  
Purcellville, VA  
20132



# Purcellville

## Citizen Update

FALL 2008

VOL. 3, NO. 1

TOWN OF PURCELLVILLE, VIRGINIA

## Comprehensive Zoning Map Revision Adopted

ON AUGUST 12, 2008, the Town Council implemented a major goal of the Purcellville Comprehensive Plan by adopting a Revised Zoning Map that comprehensively remaps the zoning districts for properties throughout the Town. The Zoning Map and accompanying Zoning Ordinance direct the types of uses permitted on each property within the town.

The remapping resulted in the elimination of more than 1,000 potential new residential dwellings from the zoning map. This will reduce potential future traffic, as well as future residential demands on public utilities and services that would have resulted from these previously

permitted dwellings within the town. From an environmental perspective, considering that each dwelling unit would have an average of two cars, and each car on average emits 11,450 pounds of CO<sub>2</sub> a year – the Town prevented 11,450 tons of carbon dioxide (CO<sub>2</sub>) from being emitted.

The Comprehensive Plan recommends future land uses that support Town goals to create a better balance between the residential and non-residential tax base; increase opportunities for commercial and industrial growth; promote future development densities consistent with existing neighborhood densities; ensure adequate public facilities; and provide greater protection for public

open space, environmentally sensitive areas, and historic properties. The Revised Zoning Map matches Town zoning regulations more closely with the Plan's future land use recommendations, thereby helping the Town achieve these goals.

The Revised Zoning Map and Comprehensive Plan are available for inspection in the Town Department of Planning & Zoning. The Plan is also on the Town web site, and the Department plans to make the Map available on the Town web site in the coming months. For further information, contact the Planning Department at 540-338-2304. ■

## Purcellville Goes Green

Purcellville has undertaken a wide variety of initiatives to help our community become more environmentally-friendly, as well as to improve its own environmental footprint. This effort was jump-started with the Town's Centennial Tree Project this spring, through which the Town provided 100 trees that were planted by homeowners associations throughout town in honor of the Town's 100th birthday this year. On the Town government side, the Town Council has adopted a green fleet program to replace government vehicles going out of service with more energy-efficient vehicles, instituted an anti-idling policy to prevent unnecessary fuel use by government vehicles, initiated an effort to place a conservation easement over 1,400 acres surrounding the Town Reservoir and created a Citizen Environment Committee to promote green initiatives by citizens and businesses. The Environment

Committee is sponsoring a Sustainability Day environmental conservation booth at the annual Town-wide Tag Sale on October 11-12, 2008, so watch the Town web site for further details.

On the community assistance side, the Town adopted a water conservation rebate program, sponsored a community rain barrel workshop, and added pedestrian improvements, bus shelters and bike racks to encourage alternative means of transportation. The Council also revised the Town Zoning Map to remove over 1,000 potential dwelling units, which will prevent the addition of over 10,000 average daily vehicle trips to area roads and save 300,000 gallons of water. A new Urban Tree Canopy assessment provides the Town with detailed information on the quantity and quality of existing trees within the Town, which will result in a goal for increasing the tree canopy in Town. Lastly, the Town in partnership with the Fire Company succeeded in placing a

conservation easement over Fireman's Field to ensure its preservation for future generations. For further information on any of these initiatives, please contact Martha Mason Semmes, Director of Planning & Zoning, at 540-338-2304.

### Green Tips

Plant a Tree. In the fall, gather acorns, chestnuts and seeds from maples and other leafy trees and plant them in small pots at home. Keep the saplings for four to five years, then plant them in your own garden, offer them to friends as gifts, or return them to nature. Experiment with different types of seeds. A single tree will absorb one ton of CO<sub>2</sub> over its lifetime.

For more Green Tips, visit the Go Green Virginia web site at

[www.gogreenva.org/?/resources/green\\_tips](http://www.gogreenva.org/?/resources/green_tips). ■

## "Purcellville Remembers" 9/11 Remembrance Ceremony

The Town held a 9/11 Remembrance Ceremony on September 11, 2008 at Town Hall. The program featured the Posting of Colors by the American Legion Post 293, Invocation by Reverend David Milam of St. Andrew Presbyterian Church, the Pledge of Allegiance led by Purcellville Girl Scout Troop 455 and performances by the Purcellville Baptist Church Choir and Paul Richey. The Honorable Robert McDonnell, Attorney General, Commonwealth of Virginia was the guest speaker. ■



*Pictured from left are: Council member Steve Varnecky, Mayor Bob Lazaro, Attorney General Robert McDonnell, Council members C.J. Walker, Joan Lehr and Jim Wiley.*

## Mayor & Town Council

Robert W. Lazaro, Jr., Mayor  
Thomas A. Priscilla, Jr., Vice-Mayor  
Gregory W. Wagner  
Christopher J. Walker, III  
Stephen Varnecky  
James O. Wiley  
Joan Lehr

TOWN OF PURCELLVILLE  
130 East Main Street  
Purcellville, VA 20132  
[www.purcellvilleva.gov](http://www.purcellvilleva.gov)

## Message from Mayor Bob Lazaro

Dear Neighbors,

Fall is here! It is hard to believe the Summer went by so quickly.



With that said, the Town is busy with a number of special events for the upcoming months and I hope you will take the time to participate in them. The Town-wide Tag Sale is always very popular and we are adding a new dimension to it this year with the Town's Environment Committee taking a booth to help provide information about how you can help to further protect our environment. Acting locally does have a positive impact.

The Council's action this August to implement the zoning map recommendations of the Comprehensive Plan goes a long way in protecting our environment, reducing future traffic and water demand. The Council's action takes more than 1,000 residential units off the planning map which eliminates more than 10,000 future daily car trips and reduces by more than 300,000 gallons of water a day our long-term demand. Our sincere thanks to the citizens, Town staff and the Planning Commission for all of their input in this process – it was a comprehensive effort.

Purcellville is a great place to live and raise a family. I look forward to seeing you around Town.

Sincerely,

Robert W. Lazaro, Jr., Mayor  
Town of Purcellville  
130 East Main Street  
Purcellville, VA 20132  
[blazaro@purcellvilleva.gov](mailto:blazaro@purcellvilleva.gov)  
(H) 540.338.0366 ■

## Pedestrian Safety Improvements at LVHS and BRMS

The Town in partnership with the Loudoun County Board of Supervisors (BOS) and Loudoun County Public Schools (LCPS) has implemented safety improvements at Loudoun Valley High School and Blue Ridge Middle School to enhance the safety of student pedestrian use and access at the schools. The improvements include student activated signal warning signs at pre-determined road crossing points in both directions of traffic, and raised cross walks at both locations to improve visibility of crossing students to drivers and to encourage drivers to slow down at the cross points. Improvements also include drainage and sidewalk modifications. The raised crosswalks were recently completed at Maple Avenue and A Street, with the pedestrian activated signals being installed shortly. The LCPS contributed the cost of one pedestrian activated signal at each location with the balance of the cost shared between the BOS and the Town. ■

## Town Streamlines Development Review Processes

In July and August 2008, the Town Council approved numerous Subdivision and Zoning Ordinance amendments which shave months off of the review times for site plans, subdivision plats and special use permit applications. These ordinance revisions were created in an effort to improve the review processes for the Town, which many business owners and developers found confusing and inefficient.

Previously, site plans and subdivision plats were reviewed by Town Staff and then processed and approved or denied by the Planning Commission. Now, these plans and plats will be reviewed and approved or denied entirely by staff, eliminating at least two months off of the total review time for the project. Approval or denial will be based on compliance with Zoning and Subdivision Ordinance requirements. This shortened process will mean less time from concept to construction as well as a reduction in submission costs to the applicant.

In addition to turning the review process into an administrative function, the new ordinances also provide numerous helpful tools for smaller projects like a minor site plan, a site plan waiver and a preliminary site plan option which permits the phasing of a larger project into smaller, more manageable pieces.

Further improvements involve the submission of special use permit applications to the Town which previously required a full preliminary site plan to accompany the application. Under the new ordinances, applicants need only provide a general concept plan to the Town which means less expense for applicants and a quicker review time on special use proposals.

The Town is currently creating new packages for all land development applications which will provide more in-depth instructions, checklists, procedures and even sample response letters in order to assist applicants with the submission of their projects to the Town.

Complete copies of the ordinance revisions and the new application packages are available from the Department of Planning and Zoning and will soon be available online. ■

## Jim "Doc" Wiley's Annual Charitable Golf Classic

The Town of Purcellville is pleased to announce that the annual golf tournament that has previously been named "The Town of Purcellville Annual Golf Tournament" will now be named, "Jim 'Doc' Wiley's Annual Charitable Golf Classic" after Council member and founder of this tournament, Jim "Doc" Wiley.

This tournament raised over \$23,000 in 2007 for the Babe Ruth World Series and over \$20,000 in 2008 for the Upper Loudoun Little League. Dr. Wiley is widely known for his work with Loudoun County Parks & Recreation to ensure that the children in Loudoun County have ballfields and sports to play. This Golf Tournament is just one of many projects that he has established to ensure that children in Loudoun County remain active.

Please join us next year when we move the tournament to the fall on Thursday, September 10, 2009 at the Loudoun Golf & Country Club. ■

## Purcellville Implements Innovative Incentive Program As Part of the Town's Water Conservation Plan



The Purcellville Town Council at its August 12, 2008 meeting adopted an innovative, first-of-its-kind water conservation incentive program in the Commonwealth of Virginia.

Under this incentive-based program, Town residents are now eligible for rebates on high-efficiency clothes washers and toilets effective July 1, 2008. In June 2008, the Purcellville Town Council adopted a Water Conservation Plan that includes identifying areas where residents can conserve water. The Plan was developed as one of the tasks identified in the Water Resource Study completed for the Town in December 2007.

"The citizens of our Town are an important part of helping the Town responsibly address our water resource needs now and for the future," said Purcellville Mayor Bob Lazaro. "This program will provide our residents an incentive to conserve water."

The clothes washer rebate, the first of its kind in Virginia, is for a maximum of \$150 and the toilet rebate is for a maximum of \$100 and is based on the potential water savings for the device. Generally, most users of high-efficiency appliances see their investment offset in two years for a high-efficiency washer and four years for a toilet. All rebates require proof of payment such as a sales receipt.

To learn more about the Water Conservation Plan, Rebate Program Instructions for Applying, Qualifying Product List and a Rebate Program Application, visit the Town's web site at [www.purcellvilleva.gov](http://www.purcellvilleva.gov). ■



# Public SafetyPublic SafetyPublic Safety

## 2008 National Night Out a Big Success



The Purcellville community participated in the National Town Watch, “National Night Out 2008”, on Tuesday, August 5, 2008.

A motorcade included Mayor Bob Lazaro, Council member C.J. Walker, and members from the Purcellville Volunteer Rescue Squad, Public Works Department, a representative from the Town Manager’s Office, the Citizen’s Support Team, Youth Explorers Post 1908 and the Police Department.

The motorcade visited the 29th Street community organized by Ronnie Lickey, E Street community organized by Reggie Simms, the Maple Street Apartments organized by Christina Waldrige, Main Street Commons Apartments organized by Darlene Martin and the Main Street Village organized by Andrea Barnes and Mary Barnes.

The goal of the National Night Out program is to heighten awareness of crime and drug prevention, generate support for and participation in local anticrime programs and to strengthen neighborhood spirit and police community partnerships.



## Virginia Law Enforcement Challenge Award Recognizes Purcellville Police

The Virginia Association of Chiefs of Police (VACP) recently announced the winners of the 2007 Virginia Law Enforcement Challenge Award. The Purcellville Police and the Vinton Police were tied for first place in the Municipal 2 Category (agencies with 11-25 sworn law enforcement officers). This is the first time the Purcellville Police Department has entered.

The Virginia Law Enforcement Challenge is a recognition program that gives agencies an opportunity to highlight their accomplishments and reward agencies that take the extra steps to save lives and reduce injuries proactively through its highway safety efforts. This good-natured competition between similar-sized, professional law enforcement agencies is in its 19th year in Virginia and has been a national competition for 17 years. This program promotes professionalism in traffic safety enforcement and encourages agencies to share best practices and programs with each other.

## Purcellville Police Receive State Traffic Safety Award

The State Traffic Safety Award was presented at the Law Enforcement Challenge Luncheon on August 24, 2008 at the Virginia Association of Chiefs of Police Annual Conference at the Homestead, Hot Springs, Virginia.

## 2008 Back to School Jam



The Purcellville Police would like to thank the Purcellville Eagles Club for sponsoring the Back to School Jam. This was the third year of the event where local children received food and 71 backpacks containing school materials. The cookout and fun was held at the Main Street Commons Apartment’s pavilion on August 23, 2008. Those assisting the police staff and Eagles members at this function were Mayor Bob Lazaro; Ronda Lough, Harmony Middle School Parent Liaison; Citizen Support Team members; Youth Explorers Post 1908 members and members of the Grace Annex Methodist Church.

## Fire Company Acquires New Pumper



The Purcellville Volunteer Fire Company has received its new Pierce Quantum Pumper. For two years, the members have been planning and designing this new pumper to assist them in providing quality service and operate at both fire emergencies as well as serious vehicle accidents. The pumper is 33 feet and 5 inches long and 11 feet and 6 inches high, and its GVWR is 49,800 lbs. With the most advanced passenger safety equipment available, the cab includes seating for up to six firefighters. There is a 1,500 gallon per minute pump and a 750 gallon water tank with separate 40 gallon foam tanks for both Class A and Class B foam. In addition to the standard firefighting equipment carried on most pumpers, this unit also carries a complete Hurst Rescue Tool system and stabilization equipment used to assist in the removal of victims in serious auto accidents. The unit is expected to go into service this October.

## After Hours Emergency Numbers

Police, Medical or Fire Emergency	911
Dominion Virginia Power	888-667-3000
Poison Control	800-222-1222
Water, Sewer, Street Maintenance	(540) 338-7700

## Non-Emergency Numbers

Police	(540) 338-7422
Fire	(540) 338-5961
Rescue	(540) 338-4706
County Fire & Rescue	(703) 777-0637
Sheriff Department	(703) 777-1021
Dominion Virginia Power	(703) 359-3275
Adelphia Cable	(571) 434-1280
Verizon	800-275-2355

## \$10 a Week at the Farmers Market

The Purcellville Farmers Market is celebrating the fall harvest with abundant peaches, apples, pumpkins and squash in addition to the usual staples. Every resident of Purcellville is invited to come and enjoy the local foods and atmosphere.

In regards to local foods, the Virginia Farm Bureau Federation recently announced that if each family in Virginia buys \$10 worth of local produce each week, the state's agricultural economy will grow by \$1.65 billion in a year — a major increase in an economy sector that currently does \$2.69 billion in business annually.

Virginia is home to at least 134 farmers markets – including Purcellville, Leesburg, Lovettsville, Cascades and Ashburn in Loudoun County — and all of them could benefit economically if Virginians dedicated a small percentage of their weekly grocery bill to them.

So how does supporting the local economy help you? The Purcellville Farmers Market offers fresh-from-the-farm products. Also, by buying local foods, you support your neighborhood farmers, keeping them in business and keeping the farmland from development. Locally grown food has a far shorter road to travel to reach your dinner table.

The Purcellville Farmers Market is held every Thursday through October from 4 - 7 p.m. in the parking lot across from Magnolia's Restaurant. ■



### 2009 Town of Purcellville Calendar

In-town residents and businesses, watch your mailboxes around the beginning of December 2008 for your 2009 Town of Purcellville Calendar. This is the fifth calendar brought to you by the Town with assistance from advertising sponsors.

## Upcoming Events

Centennial events are continuing throughout the year in 2008. The celebration began on the anniversary of the Town's incorporation, March 14, with the United States Navy Band "Sea Chanters" Chorus performing at Loudoun Valley High School and was followed by many events.

Specially made pottery, commemorative t-shirts and a Centennial Calendar are for sale and can be purchased at Town Hall.

The historical book written by Deborah Lee, Purcellville, Virginia, 1908 - 2008: A Centennial Anthology will soon be available. Purcellville historian Deborah Lee and members of the Town's Centennial Committee assembled a collection of memoirs, historical essays, poetry, photographs and artwork that illuminate life and change in the town and foster a keener awareness and a deeper appreciation for both. In their own words, residents and visitors, past and present, share recollections of life here. Lee's engaging narrative weaves together memoirs, histories, and tributes, all richly illustrated with photographs and paintings by talented local artists.

The book is available for presale for \$29.00. Once the book is printed, the price will be \$34.00. If you would like more information on ordering this book or to see more information, please refer to [www.purcellville100.blogspot.com](http://www.purcellville100.blogspot.com).

### October

**The 6th Annual Town-wide Tag Sale, October 11-12, 2008.**

Last year, the Tag Sale was expanded to two days with the Antique Flea Market. 2008 promises to offer another great weekend of shopping and bargains. Sale hours are 8:00 AM - 5:00 PM both days.



We invite everyone to get the word out and participate either by hosting a sale, renting a booth space or coming out to browse and buy. Registration runs through October 3 (but register early to ensure your spot on the map). In the meantime, for more information, please refer to [www.townwidetagsale.com](http://www.townwidetagsale.com).

### November

**The Turkey Trot 5K Fun Run, Saturday, November 8, 2008, 8:00 AM**

Starting on 21st Street at Nichols Hardware Store in Purcellville. The race will be held rain or shine. For more information, please contact [pvilleturkeytrot@hotmail.com](mailto:pvilleturkeytrot@hotmail.com).

### December

**December 12 – 14 Christmas Musical**

The Blue Ridge Bible Church will be putting on this musical that will make for a wonderful evening on December 12, 13 and 14 at 7:00 PM at the Performing Arts Center in Franklin Park. Please check the web site for updates at [www.blueridgebiblechurch.com](http://www.blueridgebiblechurch.com) or [www.purcellvilleva.gov](http://www.purcellvilleva.gov).

**December 12 & 14 Christmas Light Trolley Tour**

The 2nd Annual Christmas Light Trolley Tour will take place from 6:00 - 9:00 PM. The old fashion trolley will tour the different neighborhoods allowing the riders to view the Christmas lights without the hassle of driving. Come and join us for a wonderful evening. Hot cocoa will be available for a small fee while you wait for your turn on the trolley. Tickets (free) will be handed out at the gazebo. Please contact Cheryl Herman at (540) 751-2326 or by email at [cherman@purcellvilleva.gov](mailto:cherman@purcellvilleva.gov) for more information.

**December 13 "Christmas to Remember"**

Sponsored by The Locust Grove Women's Club and the Town of Purcellville.

The day includes "Breakfast with Santa", a Christmas parade at 11:00 AM, children's activities, a wreath and bow making class and holiday entertainment. The day concludes with the Christmas Tree lighting at the "Teardrop". Please call Cheryl Herman at (540) 751-2326 or by email at [cherman@purcellvilleva.gov](mailto:cherman@purcellvilleva.gov) for more information of if you would like to register for the parade.



Check out [www.firemansfield.com](http://www.firemansfield.com) for a calendar of events at Fireman's Field.